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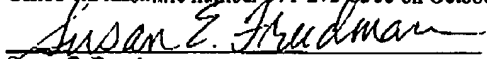
Date: October 19, 2005**File No.: RSW920010127US1 (5577-310)****Telecopier No.: 571-273-8300****To: Examiner Chad Zhong, GAU 2152****Company: U.S. Patent and Trademark Office****From: Mitchell S. Bigel****Number of Pages: 7****Return fax to: sef**

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Attached is an Amendment responsive to the final Official Action of September 19, 2005 in USSN 09/943,560.

**CERTIFICATION OF FACSIMILE TRANSMISSION
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OCT 19 2005

**RESPONSE UNDER 37 C.F.R. 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 2152**

Attorney Docket No. RSW920010127US1 (5577-310)

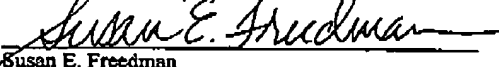
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Ronald P. Doyle et al. Confirmation No.: 2546
Serial No.: 09/943,560 Examiner: Chad Zhong
Filed: August 30, 2001 Group Art Unit: 2152
For: INTELLIGENT CONTENT PLACEMENT IN A DISTRIBUTED
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October 19, 2005

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Box 1450
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**AMENDMENT AFTER FINAL ACTION
PURSUANT TO 37 C.F.R. § 1.116**

Sir:

Applicants provide the present Amendment to address the issues raised in the final Office Action mailed September 19, 2005.

It is not believed that an extension of time and/or additional fee(s)-including fees for net addition of claims-are required, beyond those that may otherwise be provided for in documents accompanying this paper. In the event, however, that an extension of time is necessary to allow consideration of this paper, such an extension is hereby petitioned under 37 C.F.R. § 1.136(a). Any additional fees believed to be due in connection with this paper may be charged to Deposit Account No. 09-0461.

Amendments to the claims begin on Page 2 of this paper.

Remarks begin on Page 5 of this paper.